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(54) **SPONSORING DATA USAGE AND USAGE OF
CONTENT PROVIDER WEB SITES AND
APPLICATIONS**

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(57) **ABSTRACT**

A device receives an identifier associated with a user device, and receives information associated with data usage by the user device. The device determines whether the data usage is sponsored by a sponsor based on the identifier and the information associated with the data usage. The sponsor sponsors data usage associated with particular content accessed by the user device. The device assigns charges for the data usage to an account associated with the user device when the data usage is not sponsored by the sponsor, or to an account associated with the sponsor when the data usage is sponsored by the sponsor.

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